Abbreviation	Full name	Index
CNM	Customer Needs Management	
CNM Framework	CNM Framework	**100**
CNM-VS	CNM Visualized Snapshot	**120**
PPP	Phases of Purchase Process	**110**
NE	Need Emerging	**111**
ND	Need Defining	**112**
SQ	Selective Qualifying	**113**
SL	SeLecting	**114**
FC	Follow-up & Control	**115**
DB	DataBase	**116**
PR	Purchase Role	**121**
PR-M	Purchase Role on Money side	
PR-MA	Approval PR-M	**122**
PR-MS	Suggestion PR-M	**123**
PR-MU	Use or Management PR-M	**124**
PR-P	Purchase Role on Product side	
PR-PA	Approval PR-P	**125**
PR-PS	Suggestion PR-P	**126**
PR-PU	Use or Management PR-P	**127**
KP	Key Persons	**132**
I	Influence	**134**
COL	Core Opinion Leader	**135**
CA	Competition Agency	**136**
VOC	Views On Criteria	**139**
VOC-SeP	Selecting Points	**140**
VOC-SR	Selecting Rationale	**141**
BPs	Buying Points	**145**
SPs	Selling Points	**146**
SI	Selling status Indicator	**150**
RI	Relating status Indicator	**151**
AI	Attitude Indicator	**152**
CI	Confidence Indicator	**153**
NR	Networked Resources	**160**
CNM Element	CNM Element	**165**
CE	Competition Element	**170**
AC	Appropriate Communicator	**175**
CNM Pattern Library	CNM Pattern Library	**180**
Actual Sale	Actual Sale	**185**
Conservative Sale	Conservative Sale	**190**
Confident Sale	Confident Sale	**195**
CNM Maturity	CNM Maturity	**198**

F I G . 1

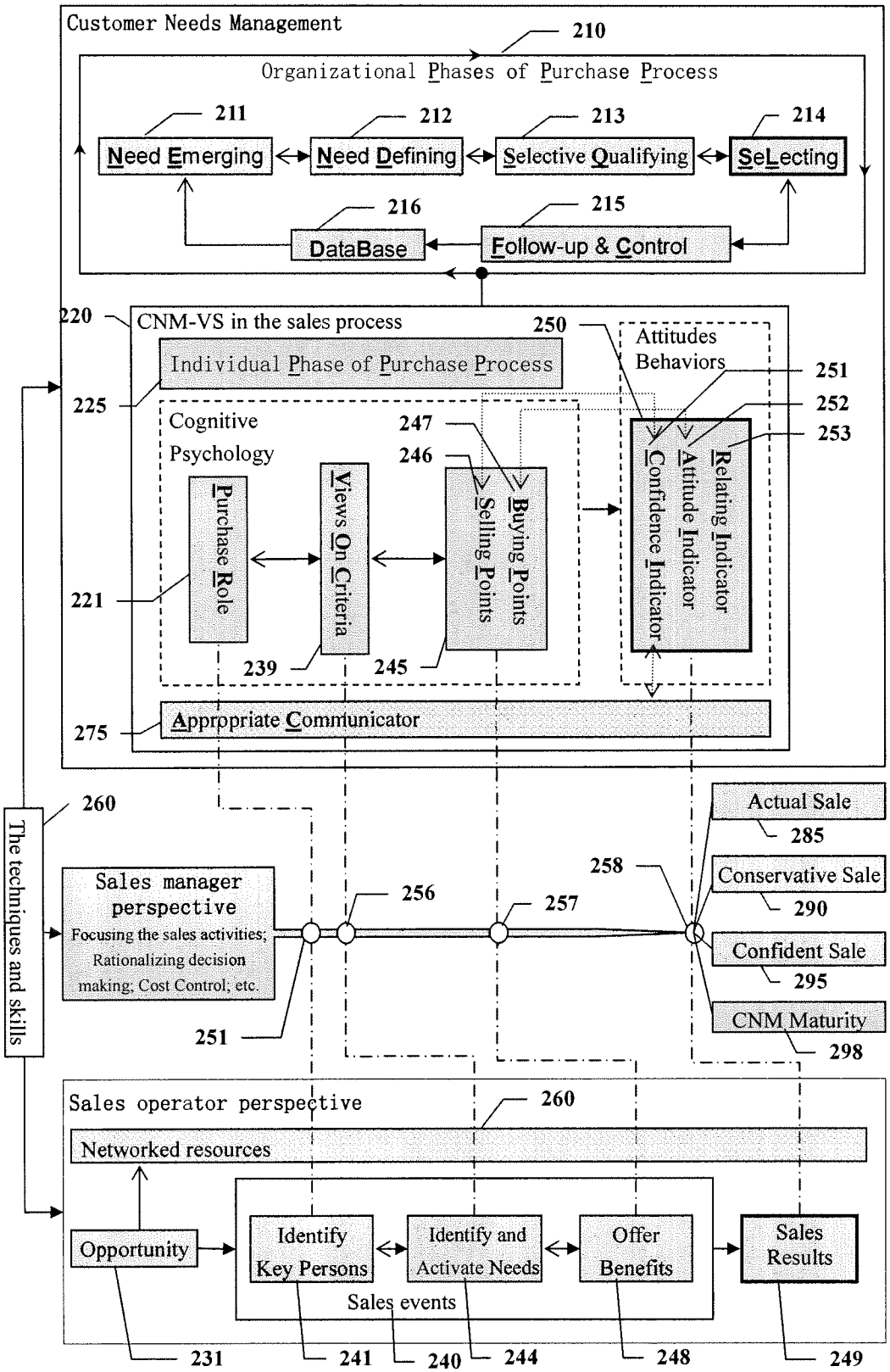

Customer Needs Management
210
Organizational Phases of Purchase Process
211
Need Emerging
212
Need Defining
213
Selective Qualifying
214
SeLecting
216
DataBase
215
Follow-up & Control
220
CNM-VS in the sales process
250
Attitudes
Behaviors
251
252
253
Individual Phase of Purchase Process
225
Cognitive
Psychology
247
246
Purchase Role
Views On Criteria
Selling Points
Buying Points
Confidence Indicator
Attitude Indicator
Relating Indicator
221
239
245
275
Appropriate Communicator
260
The techniques and skills
Sales manager perspective
Focusing the sales activities; Rationalizing decision making; Cost Control; etc.
256
257
258
251
Actual Sale
285
Conservative Sale
290
Confident Sale
295
CNM Maturity
298
Sales operator perspective
260
Networked resources
Opportunity
Identify Key Persons
Identify and Activate Needs
Offer Benefits
Sales Results
Sales events
231
241
240
244
248
249

FIG. 2A

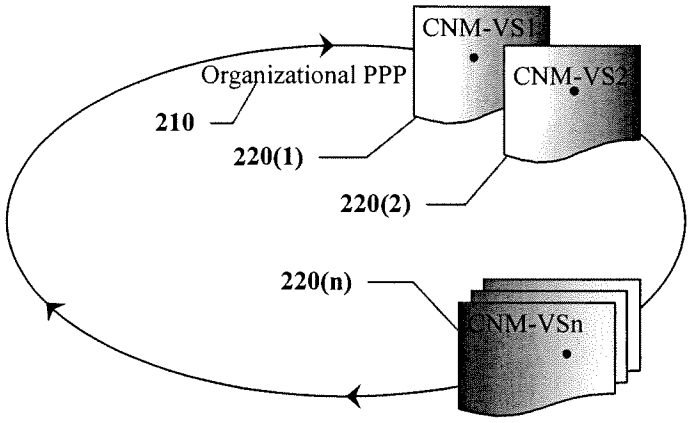


FIG. 2B

--	Approval	**Suggestion**	Use or Management
Pay Money	PR-MA	PR-MS	PR-MU
Buy Product	PR-PA	PR-PS	PR-PU

300 305 310 315 320 325

FIG. 3A

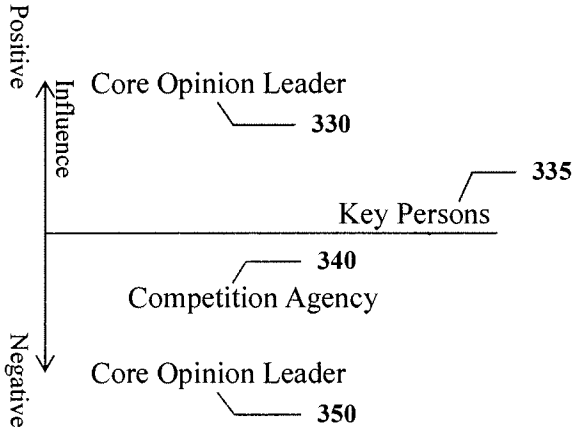


FIG. 3B

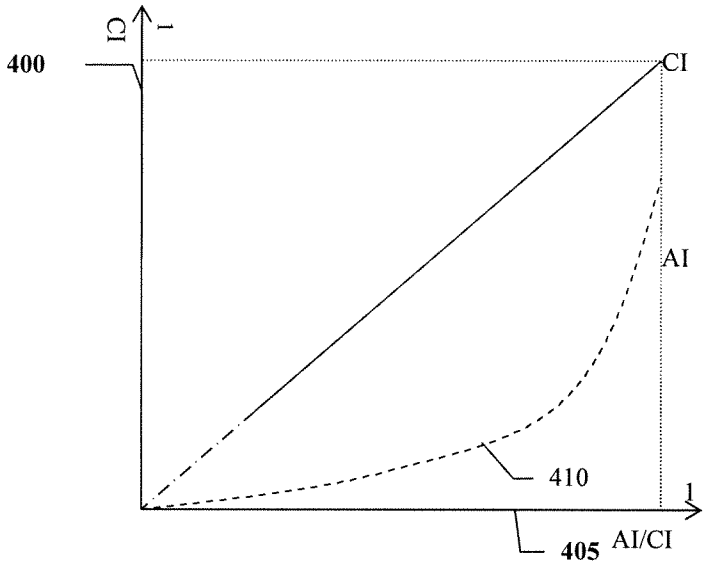


FIG. 4

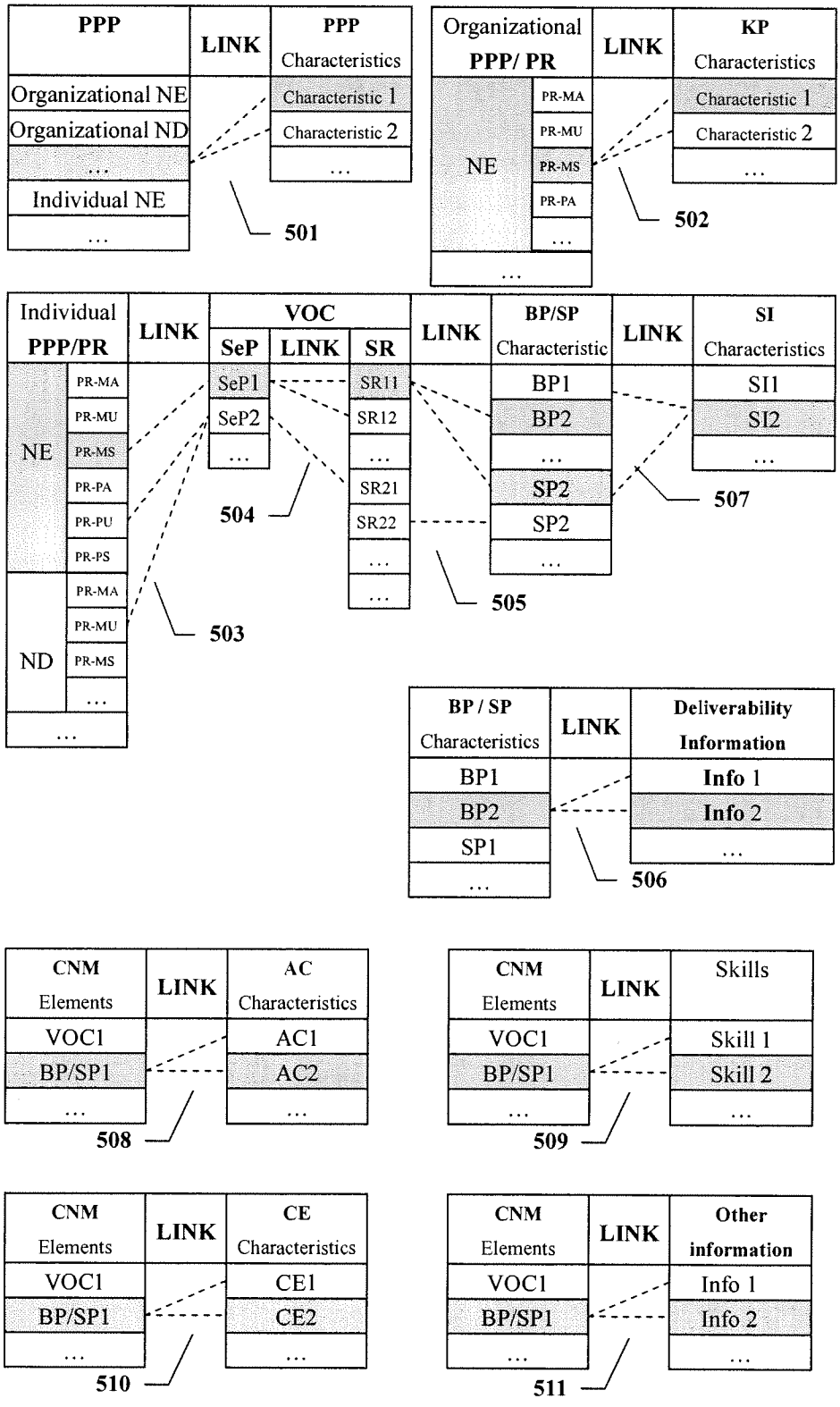

PPP
LINK
PPP Characteristics
Organizational NE
Organizational ND
...
Individual NE
...
Characteristic 1
Characteristic 2
...
501
Organizational PPP/ PR
LINK
KP Characteristics
NE
PR-MA
PR-MU
PR-MS
PR-PA
...
...
Characteristic 1
Characteristic 2
...
502
Individual PPP/PR
LINK
VOC
SeP
LINK
SR
LINK
BP/SP Characteristic
LINK
SI Characteristics
NE
ND
PR-MA
PR-MU
PR-MS
PR-PA
PR-PU
PR-PS
PR-MA
PR-MU
PR-MS
...
...
SeP1
SeP2
...
SR11
SR12
...
SR21
SR22
...
...
BP1
BP2
...
SP2
SP2
...
SI1
SI2
...
503
504
505
507
BP / SP Characteristics
LINK
Deliverability Information
BP1
BP2
SP1
...
Info 1
Info 2
...
506
CNM Elements
LINK
AC Characteristics
VOC1
BP/SP1
...
AC1
AC2
...
508
CNM Elements
LINK
Skills
VOC1
BP/SP1
...
Skill 1
Skill 2
...
509
CNM Elements
LINK
CE Characteristics
VOC1
BP/SP1
...
CE1
CE2
...
510
CNM Elements
LINK
Other information
VOC1
BP/SP1
...
Info 1
Info 2
...
511

FIG. 5

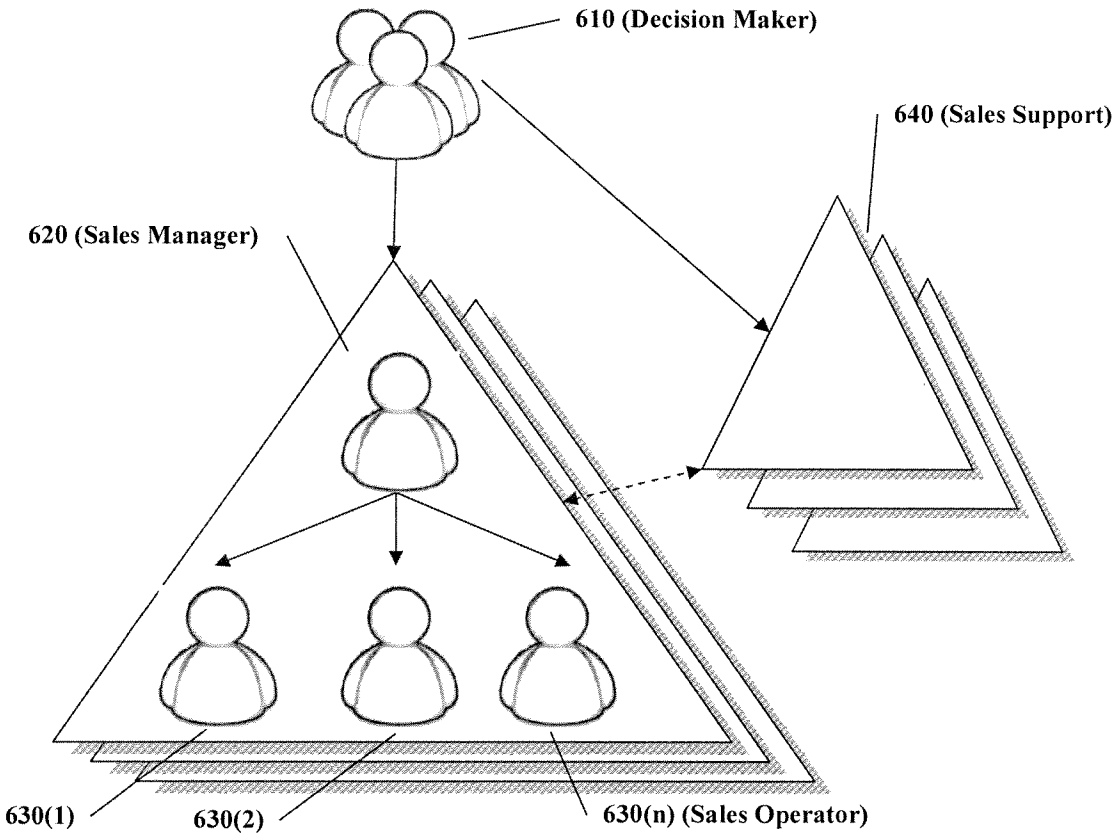

610 (Decision Maker)
640 (Sales Support)
620 (Sales Manager)
630(1)
630(2)
630(n) (Sales Operator)

FIG. 6

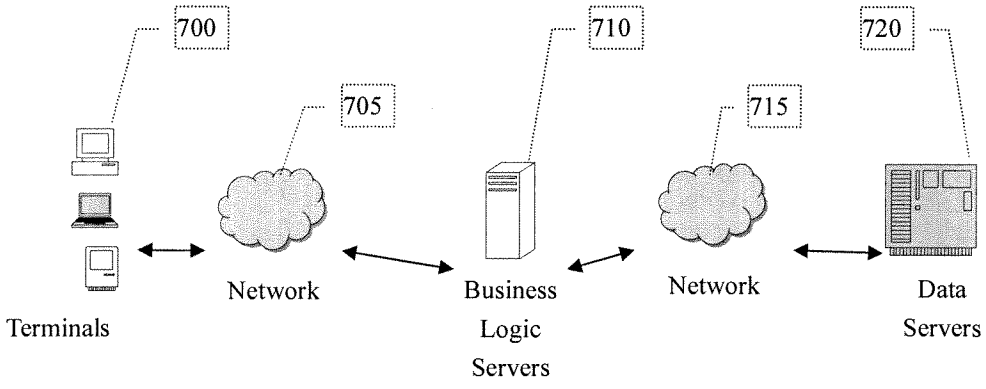

700
705
710
715
720
Terminals
Network
Business Logic Servers
Network
Data Servers

FIG. 7

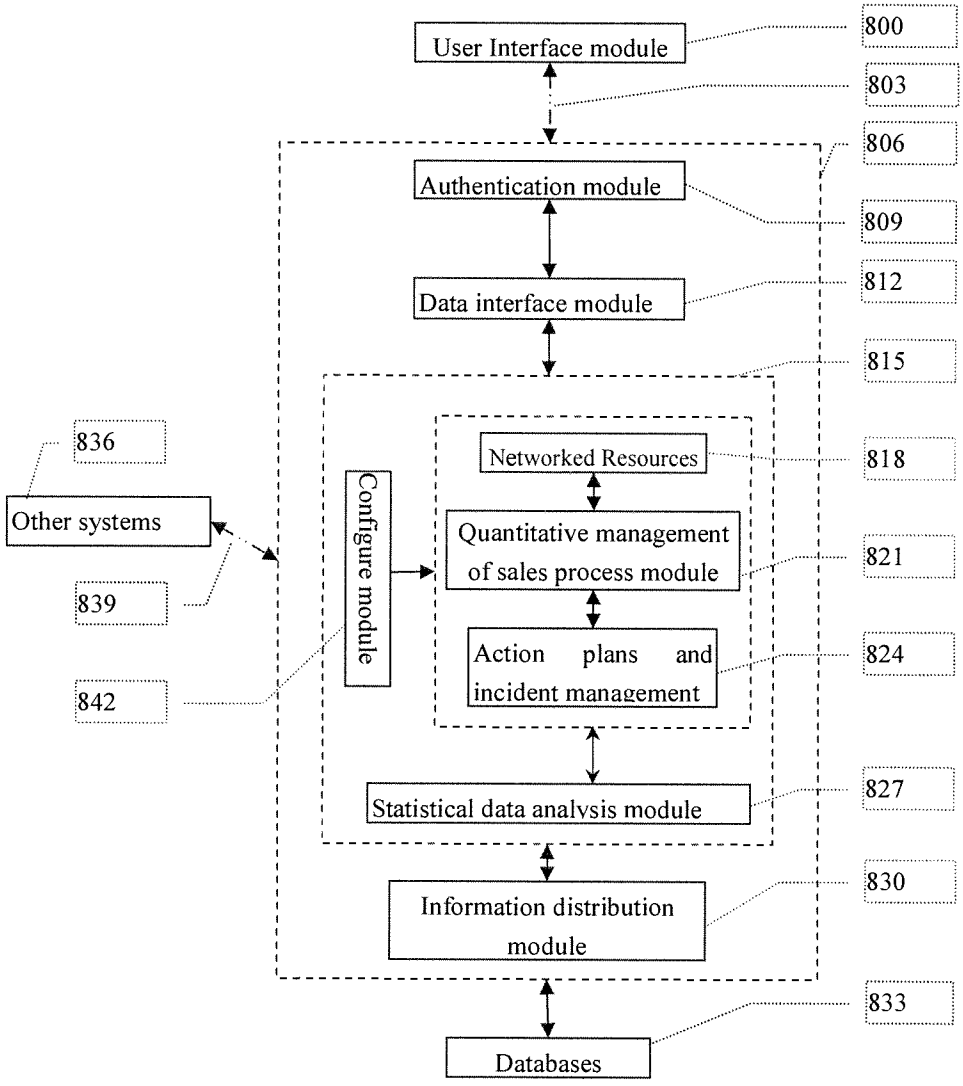

User Interface module
800
803
806
Authentication module
809
Data interface module
812
815
836
Other systems
839
842
Configure module
Networked Resources
818
Quantitative management of sales process module
821
Action plans and incident management
824
Statistical data analysis module
827
Information distribution module
830
833
Databases

FIG. 8A

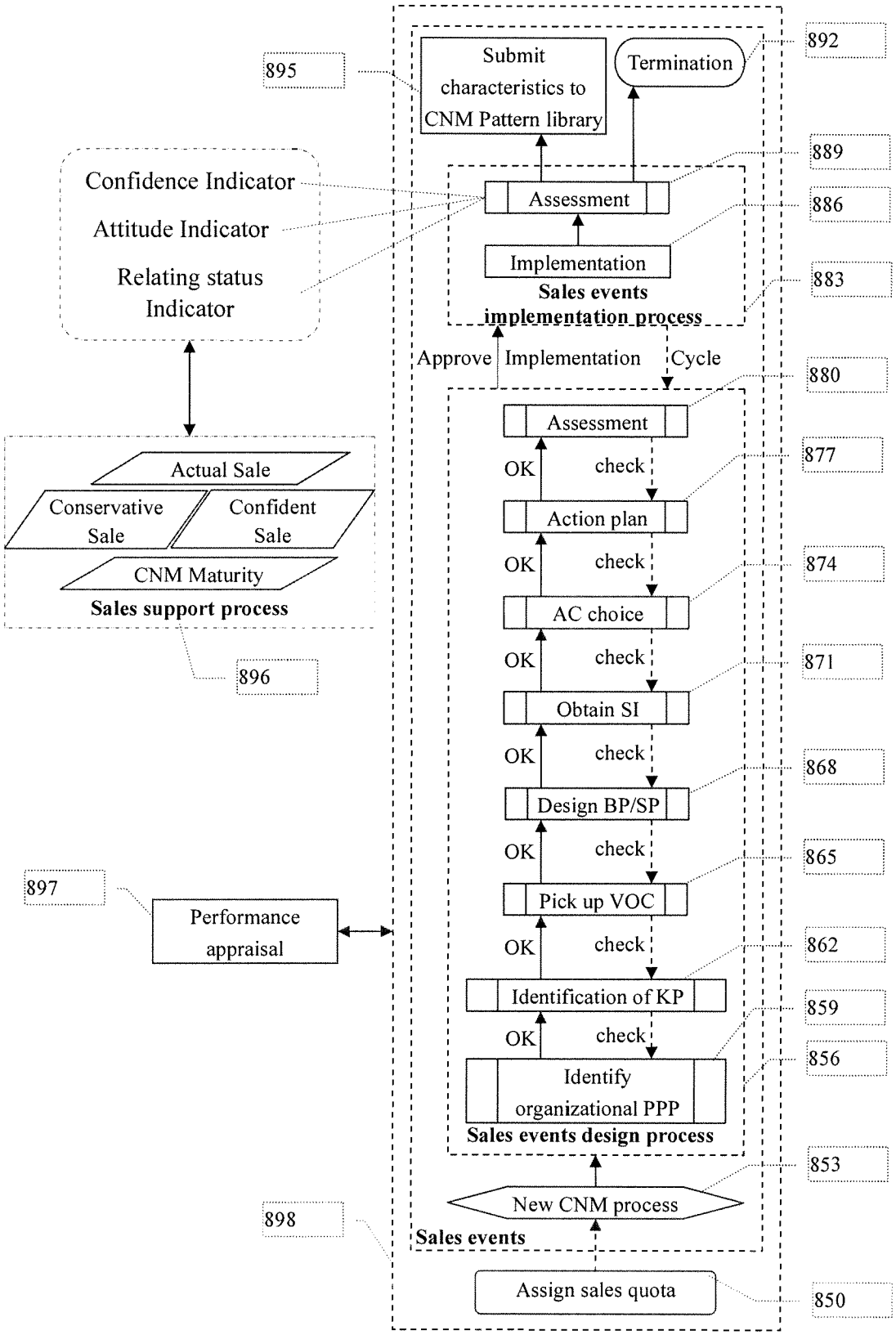

895
Submit characteristics to CNM Pattern library
Termination
892
889
Confidence Indicator
Attitude Indicator
Relating status Indicator
Assessment
886
Implementation
Sales events implementation process
883
Approve
Implementation
Cycle
880
Assessment
OK
check
877
Action plan
874
AC choice
871
Obtain SI
868
Design BP/SP
865
Pick up VOC
862
Identification of KP
859
Identify organizational PPP
856
Sales events design process
Actual Sale
Conservative Sale
Confident Sale
CNM Maturity
Sales support process
896
897
Performance appraisal
853
New CNM process
898
Sales events
Assign sales quota
850

FIG. 8B

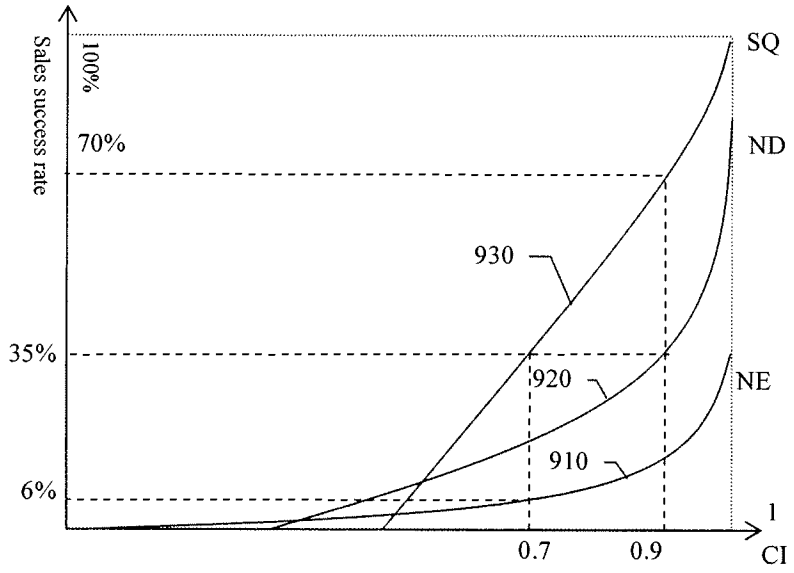

Sales success rate
100%
70%
35%
6%
SQ
ND
NE
930
920
910
0.7
0.9
1
CI

FIG. 9

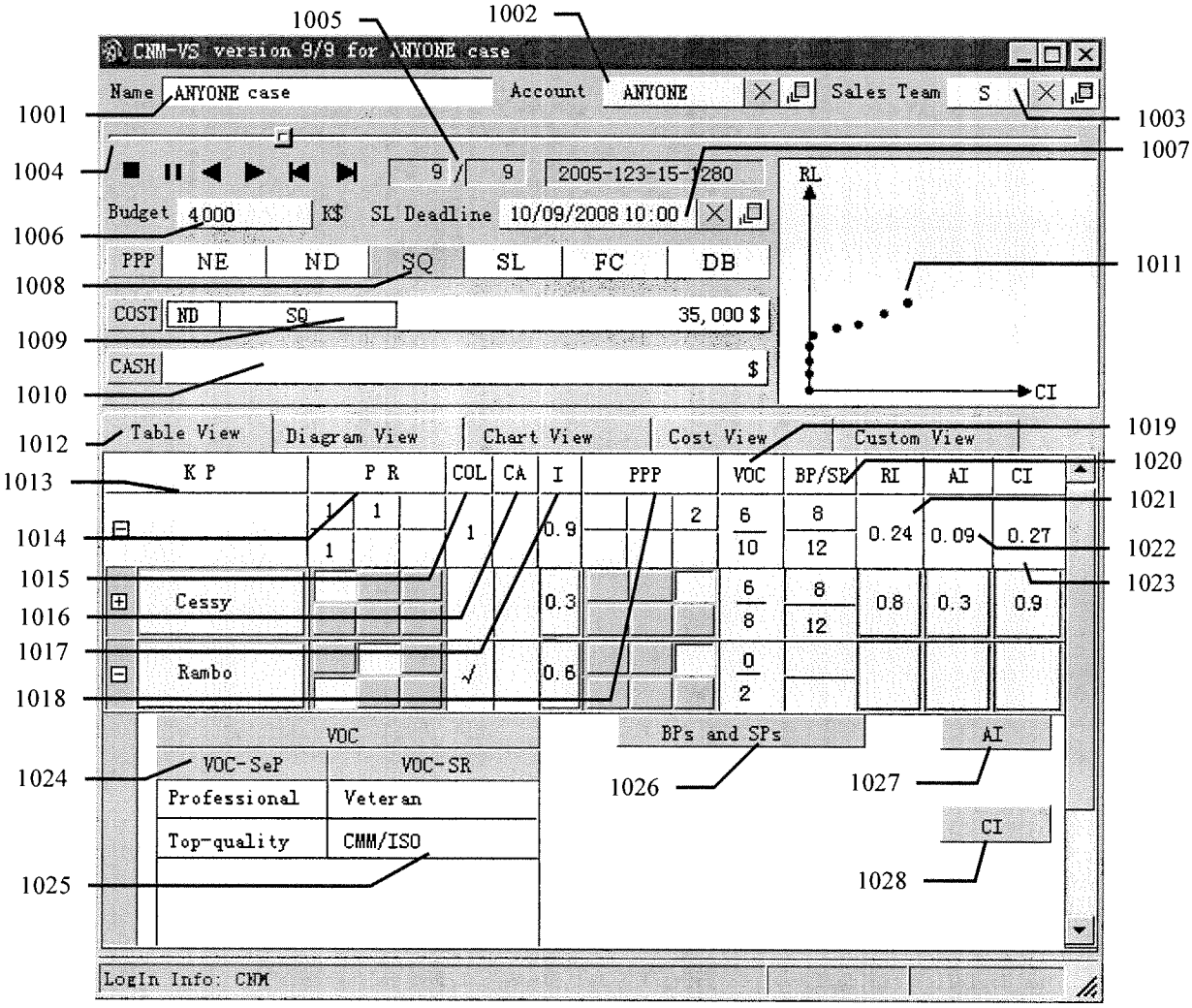

1005
1002
CNM-VS version 9/9 for ANYONE case
Name ANYONE case
Account ANYONE
Sales Team S
1001
1003
1004
1007
9 / 9
2005-123-15-1280
Budget 4000
K$
SL Deadline 10/09/2008 10:00
1006
PPP NE ND SQ SL FC DB
1008
COST ND SQ
35, 000 $
1009
CASH
$
1010
RL
CI
1011
1012
Table View
Diagram View
Chart View
Cost View
Custom View
1019
1020
1013
K P
P R
COL
CA
I
PPP
VOC
BP/SP
RI
AI
CI
1021
1014
1022
1015
1023
1016
Cessy
1017
Rambo
1018
VOC
BPs and SPs
AI
1024
VOC-SeP
VOC-SR
Professional
Veteran
Top-quality
CMM/ISO
1026
1027
CI
1028
1025
LogIn Info: CNM

FIG. 10

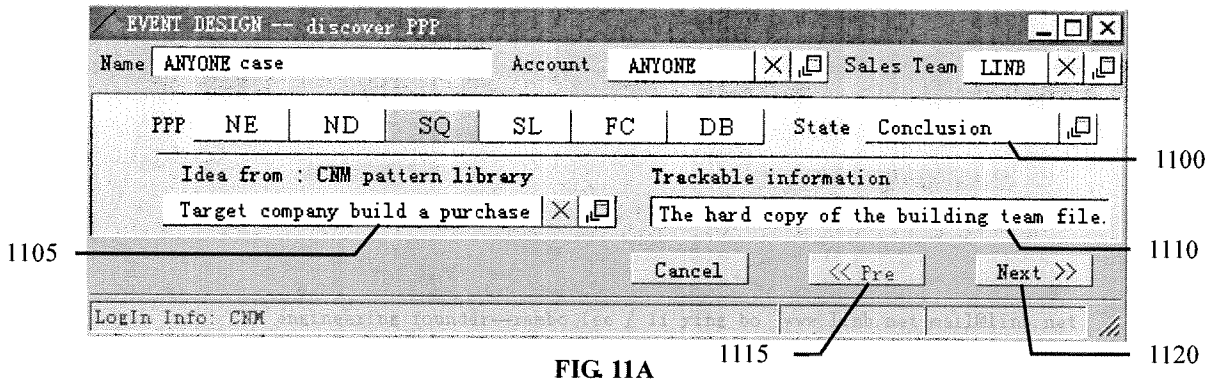


FIG. 11A

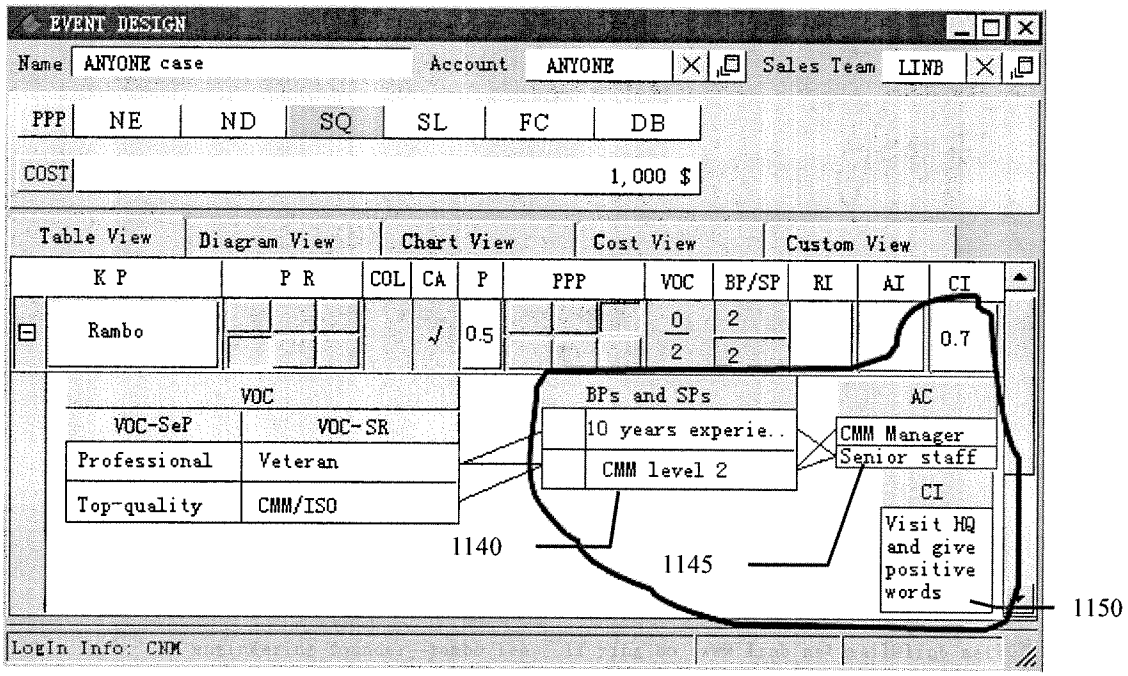


FIG. 11B

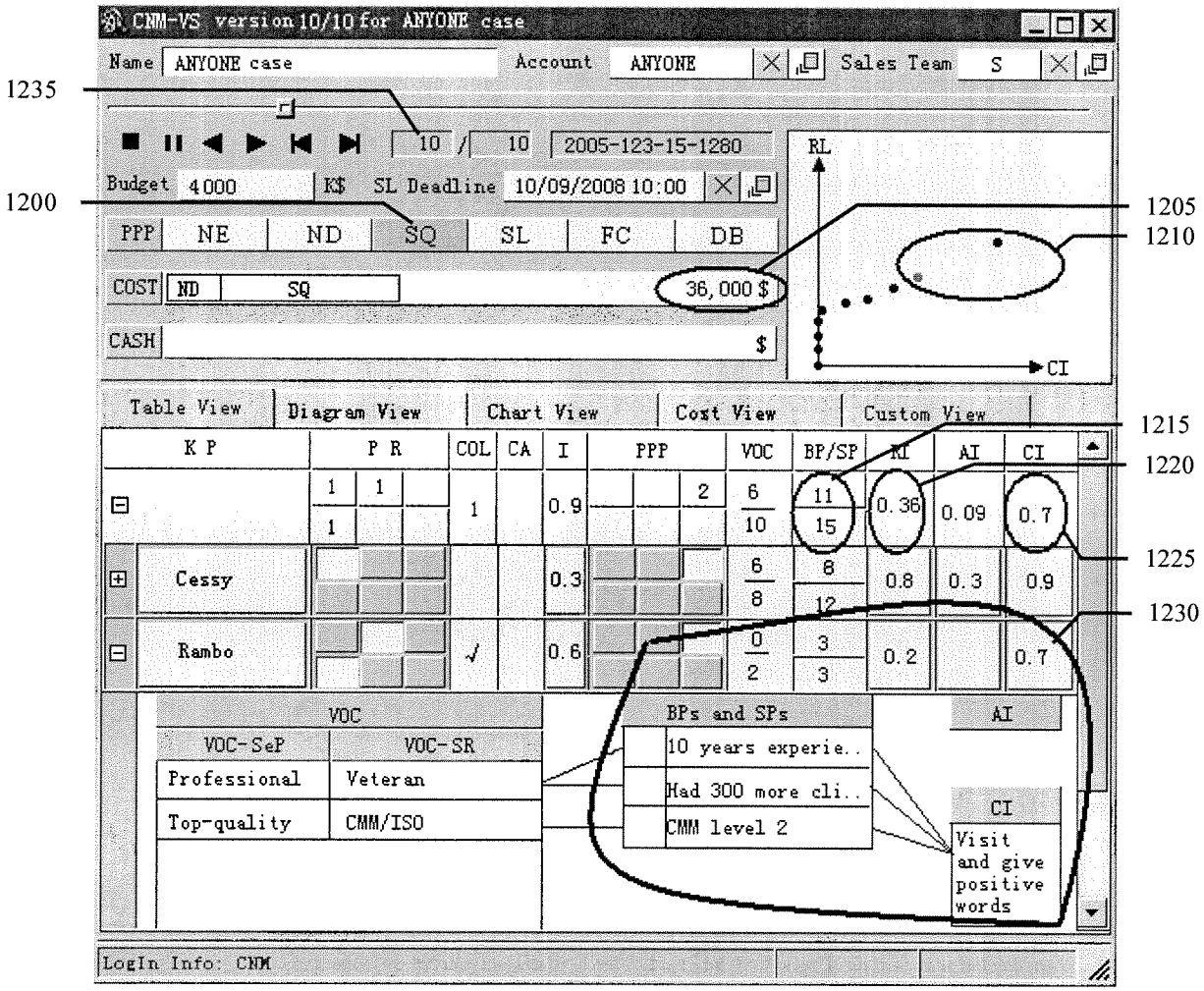
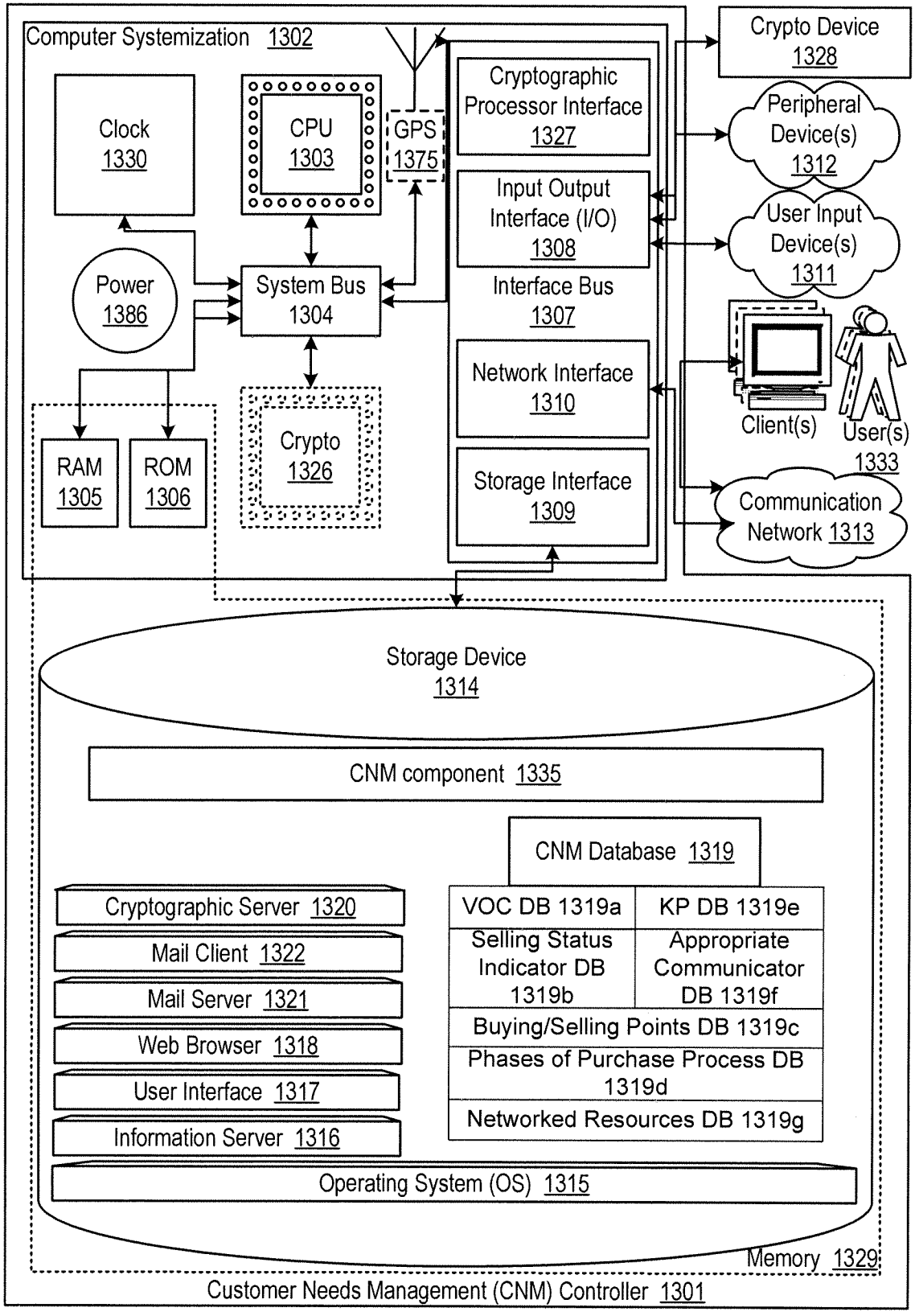

CNM-VS version 10/10 for ANYONE case
Name ANYONE case
Account ANYONE
Sales Team S
10 / 10
2005-123-15-1280
Budget 4000 K$
SL Deadline 10/09/2008 10:00
PPP NE ND SQ SL FC DB
COST ND SQ
36,000 $
CASH $
RL
CI
Table View
Diagram View
Chart View
Cost View
Custom View
K P
P R
COL
CA
I
PPP
VOC
BP/SP
RI
AI
CI
Cessy
Rambo
VOC
VOC-SeP
VOC-SR
Professional
Veteran
Top-quality
CMM/ISO
BPs and SPs
10 years experie..
Had 300 more cli..
CMM level 2
AI
CI
Visit and give positive words
LogIn Info: CNM
1235
1200
1205
1210
1215
1220
1225
1230

FIG. 12

Fig. 13


Computer Systemization 1302
Clock 1330
CPU 1303
GPS 1375
Power 1386
System Bus 1304
RAM 1305
ROM 1306
Crypto 1326
Cryptographic Processor Interface 1327
Input Output Interface (I/O) 1308
Interface Bus 1307
Network Interface 1310
Storage Interface 1309
Crypto Device 1328
Peripheral Device(s) 1312
User Input Device(s) 1311
Client(s)
User(s) 1333
Communication Network 1313
Storage Device 1314
CNM component 1335
CNM Database 1319
VOC DB 1319a
KP DB 1319e
Selling Status Indicator DB 1319b
Appropriate Communicator DB 1319f
Buying/Selling Points DB 1319c
Phases of Purchase Process DB 1319d
Networked Resources DB 1319g
Cryptographic Server 1320
Mail Client 1322
Mail Server 1321
Web Browser 1318
User Interface 1317
Information Server 1316
Operating System (OS) 1315
Memory 1329
Customer Needs Management (CNM) Controller 1301